

Brand Guide

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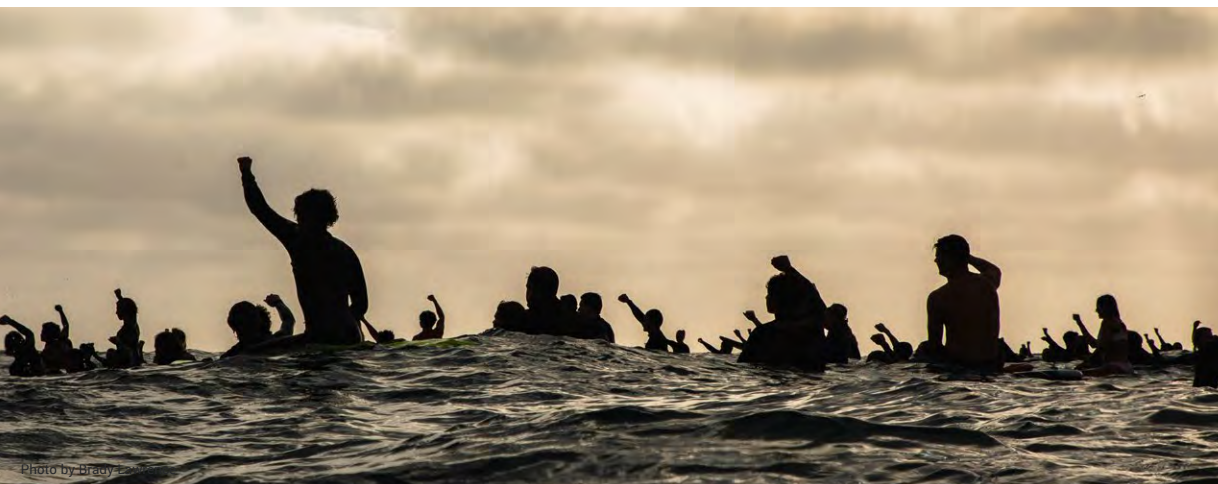


Introduction

Together, we're working to make our ocean and beaches healthier, happier places. They are our wilderness, our playground and our home. The beaches belong to all of us and now, more than ever, it's critical that we protect our coasts for future generations.

For over three decades, our network of more than one million supporters, activists and members, has been on the frontlines of the most pressing environmental issues facing our ocean, waves and beaches. From high-profile legal cases and long-term campaigns to local beach cleanups, water testing and community outreach, our ability to mobilize grassroots action has led to hundreds of significant coastal protection victories. However, today's political climate and the increased threats to the ocean and coasts demand an increased effort.

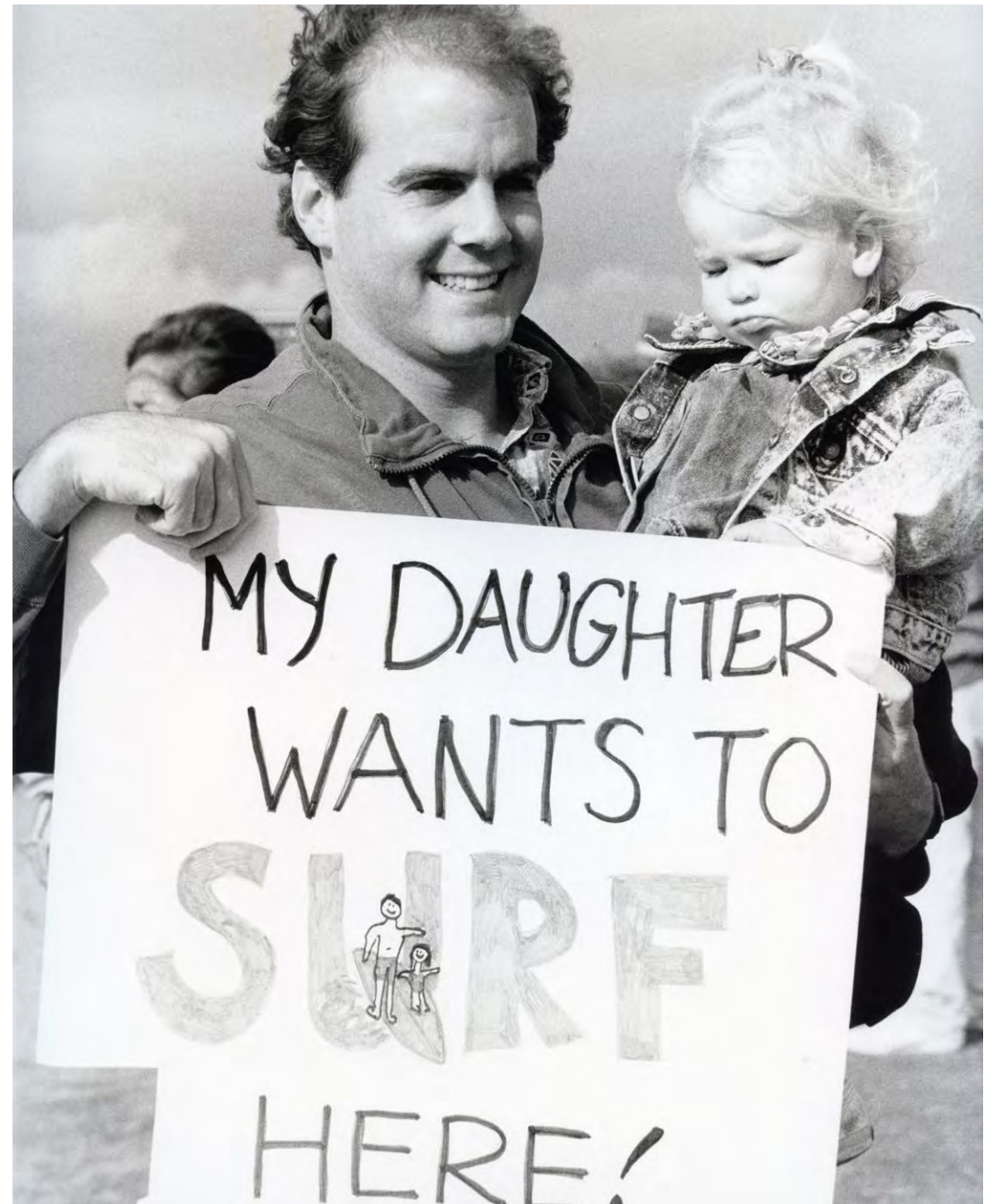
During the next few years, we will advance coastal protection by focusing on Clean Water and Healthy Beaches. We will also defend against threats and continue to grow stewardship at the local level. In addition, we will seek to increase our capacity to support Surfrider's national network of chapters with regional field experts and scale our local campaigns to amplify state, regional and national impact.



The beaches belong to all of us and now, more than ever, it's critical that we protect our coasts for future generations.

Our Story

Founded in 1984 by a handful of visionary surfers in Malibu, California, the Surfrider Foundation now maintains more than one million supporters, activists and members, with over 170 volunteer-led chapters and student clubs in the U.S., and more than 600 coastal protection victories.



Our Mission & Vision

The Surfrider Foundation's vision is to protect 100% of our coasts. That means building and implementing a dedicated network of local volunteers and chapters that are actively monitoring and protecting all beaches throughout the U.S. It also means ensuring that those chapters have the resources, training and support needed to be successful. Full coverage and full support lead to full protection of our nation's coasts. This vision defines our future growth goals.



The Surfrider Foundation is dedicated to the protection and enjoyment of the world's ocean, waves and beaches, for all people, through a powerful activist network.

Clean Water & Healthy Beaches For All People

Our ocean, waves and beaches belong to everyone. The Surfrider Foundation welcomes all people who care about protecting clean water and healthy beaches to join us and find a nearby chapter, become a member or support our nationwide network of more than 170 volunteer-led chapters and clubs.

The Surfrider Foundation is committed to fostering a diverse, equitable, and inclusive organization for all people who protect and enjoy the world's ocean, waves, and beaches. Our success and impact depends on learning from our community, standing in solidarity with our allies and working towards a more just future, both for our organization and the environmental movement as a whole.

These values speak to our collective community comprised of all races, ethnicities, class, disability, language, and gender identity. We strive to incorporate this commitment into every aspect of Surfrider's mission to protect the ocean and coasts for the future.



The Surfrider Foundation welcomes all people who care about protecting clean water and healthy beaches.

Values & Personality

Surfrider is committed and we're willing to take a stand for what we believe in. We are dedicated to the cause through our visionary approach, optimistic outlook and progressive strategies. Surfrider is built on inclusion and vibrant, progressive problem-solving. Because our passion is directly from the heart, the organization comes from a place of authenticity and trusted community engagement. Together, we are Surfrider.



WE ARE

Committed	Inclusive	Trusted
Courageous	Modern	Vibrant
Fun	Optimistic	Visionary

Surfrider is **built on inclusion** and vibrant, progressive problem-solving.



Photo by Morgan Maessen

Our Voice

When communicating about causes, Surfrider takes a friendly but credible tone. We are thoroughly educated on relevant subject matter and able to articulate this not just as scientists, lawyers and activists, but also as friends and neighbors. We are able to approach sensitive, emotionally charged issues with dignity and an open mind for all opinions and perspectives. It all comes down to respect for our ocean, beaches, one another and our commitment to protecting and preserving the natural places that bring enjoyment to so many. Our passion for the coasts translates into a genuine stoke that comes to life in how we communicate to the general public, our peers and members.

WE ARE

Approachable
Aspirational
Authentic
Credible
Connected
Direct
Engaged
Inspiring
Informed
Progressive
Resilient
Stoked



We approach sensitive, emotionally charged issues with dignity and an open mind for all opinions and perspectives.

Our Model

We love what we do and do what we love. Our irreplaceable national network of chapter volunteers is comprised of surfers and ocean-lovers who seek out the beauty and majesty of our coastal and marine spaces because it's what they love to do. Protecting the beaches and oceans is also simply the right thing to do. This network serves as the first response to local threats in coastal communities across the U.S. Our network grows stronger with every chapter we add.

LOCAL

It starts with our boots-on-the-ground network of local activists that are working to defend our coastlines around the country. They're the eyes and ears of the organization. They bring to light emerging issues. They campaign and raise awareness within their respective communities. And they are passionately committed to the Surfrider cause.

REGIONAL

When an issue continues to develop, becoming bigger than a local chapter, Surfrider has regional experts strategically positioned throughout the U.S. to provide support and council.

NATIONAL

When an issue reverberates on a national level, Surfrider employs a powerful team of legal, policy and environmental experts to work in conjunction with national agencies and political entities to influence and enact change on a much broader scale.



Who We Are

The Surfrider Foundation has a proven model for success—a playbook and a team—that transform passion into protection. We continue to leverage that model within our network of chapters and clubs to help ensure clean water and healthy beaches.

Our staff of about 60 people support our chapter network in their campaigns, champion for policy and fight legal battles for our coasts. They also bring awareness to the issues facing our ocean, provide critical support for areas such as accounting, technology and HR, and help raise money to make all of this happen. We have an appetite for adventure and we all share a common passion—we love and appreciate our ocean, waves and beaches.

We don't just play, we win! We have the playbook and the team to create victories for our coasts. Through its history, Surfrider has a proven model of success and leverages that blueprint with our network.



Photo by Brady Lawrence

Our network of chapters, student clubs and volunteers works collectively across 10 regions on hundreds of campaigns, programs and community events annually.



81
Chapters

10,000+
Activists

95
Student Clubs

50,000+
Members

1,000,000+
Supporters, Activists & Members

What We Fight For

Campaigns define us as an organization. They are how we protect our special coastal places, ensure our ocean is healthy and wild, keep pollution out of the water and make sure every beach is clean and accessible for all to enjoy.

When we win a campaign, it's called a victory. Surfrider defines a victory as a decision by a governing body that protects the coastal and ocean environment, improves coastal access, or both.

We've had over 800 campaign victories since we started counting in 2006.



PLASTIC POLLUTION

Reducing the impact of plastics in the marine environments that surround us.



CLEAN WATER

Protecting the health and sustainability of our planet's most precious resource.



OCEAN PROTECTION

Defending our oceans from challenges threatening the vitality of the ecosystem.



BEACH ACCESS

Working with decision-makers to ensure full and fair beach access for all to enjoy.



COASTAL PRESERVATION

Taking on issues that threaten our beaches and natural shorelines.

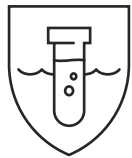
Our Programs

From testing our coastal waters and reducing water pollution to registering Ocean Friendly Restaurants, Surfrider's programs help to ensure that our marine environments are protected on many different levels.



BEACH CLEANUPS

Beach cleanups can reduce litter, protect our ocean and raise awareness about plastic and coastal pollution. The Surfrider Foundation's volunteer network conducts beach cleanups in local communities across the U.S. Our national beach cleanup program provides a fun and easy way to volunteer and engage with our mission to protect our ocean, waves and beaches.



BLUE WATER TASK FORCE

The Blue Water Task Force (BWTF) is the Surfrider Foundation's volunteer-led water quality monitoring program. Our chapters use this program to alert citizens and officials in their communities about water quality problems and to work toward solutions. Operating through a national network of over 50 labs, BWTF citizen scientists are providing critical water quality information to protect public health and clean water.



OCEAN FRIENDLY RESTAURANTS

We need to stop the problem of plastic pollution at its source. The Surfrider Foundation's Ocean Friendly Restaurants program does just that. One restaurant, one customer at a time, increases awareness, drives change in behavior and ultimately creates scalable impact to reduce our plastic (and water!) footprint.



OCEAN FRIENDLY GARDENS

The Ocean Friendly Gardens (OFG) program is Surfrider's sustainable landscaping and education program that provides natural solutions for water pollution problems caused by urban runoff. By planting native, climate-appropriate plants, building healthy soils, and carefully shaping landscapes to slow down and retain rainwater, Ocean Friendly Gardens are transforming landscapes and hardscapes to reduce urban runoff, filter out pollutants, and conserve water and wildlife habitat.



RISE ABOVE PLASTICS

Rise Above Plastics is designed to eliminate the impacts of plastic pollution in the marine environment by raising awareness and advocating for the reduction of single-use plastics.

Our Logo

When it came time to redesign the Surfrider logo, we were presented with an opportunity to pay homage to the original logo from 1984. Our new design is a modernized interpretation of our initial logo that brings a progressive and visionary attitude to the familiar and beloved original. Sharp lines represent the power and strength of the ocean. And thanks to its bold fonts and a contained lockup, this logo appeals to the next generation of Surfrider supporters while honoring our roots.



LOGO EVOLUTION

1984-2009



Surfrider
Foundation.

2009-2018



Current



SURFRIDER
FOUNDATION.

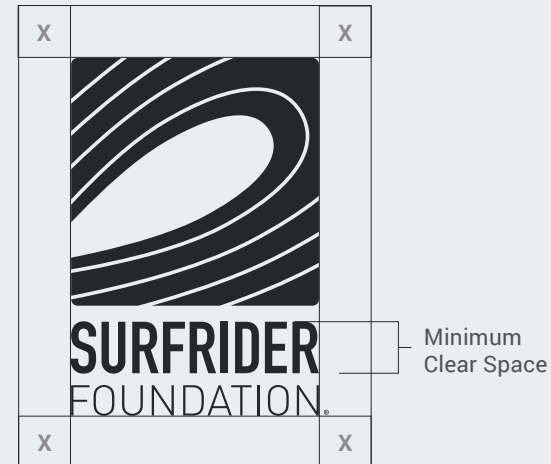
Logo Size & Spacing

CLEAR SPACE

It is important to keep our logos clear of any other graphic elements. To regulate this, a clear space has been established around each logo variation. This clear space indicates the closest that any other graphic element or message can be positioned in relation to each logo or symbol. The clear spaces have a fixed relationship that should never be changed in any way. Maintaining clear space promotes good spatial relationships with other objects in a composition and helps to ensure visibility and impact.

MINIMUM WIDTHS

The size of a logo can range drastically depending on the application. The logo size corresponds directly with visual hierarchy of the document being created and while we have no maximum requirements for overall width, we do have set minimum logo widths. Logos should remain at or above the listed minimum to preserve impact and clarity. Follow these guidelines to ensure correct scaling. Always remember to scale proportionally and never distort the original files.



Minimum Width
Screen: 60 px | Print: 0.5 in



Minimum Width
Screen: 115 px | Print: 1.25 in

Improper Logo Usage

DON'T ADD EFFECTS

Drop shadows, bevels, gradients and strokes don't mix with the Surfrider logo.



DON'T MODIFY THE LOGO

The Surfrider logo should never be redrawn, distorted, rotated or added to.



DON'T CHANGE THE COLOR

The Surfrider logo must remain the specified blue, black or white. Don't fill it with other colors, patterns or photos.



Brand Colors

Consistent use of these colors is important for maintaining brand recognition and unity across all communications.

ACCESSIBILITY

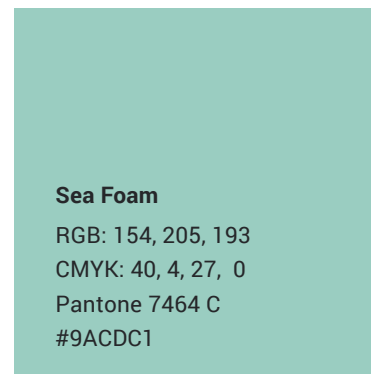
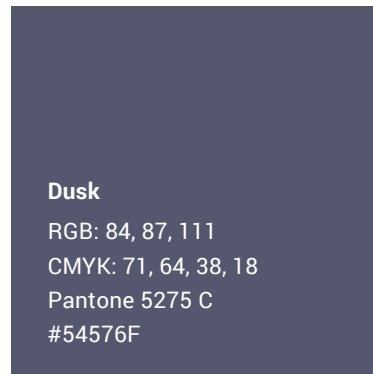
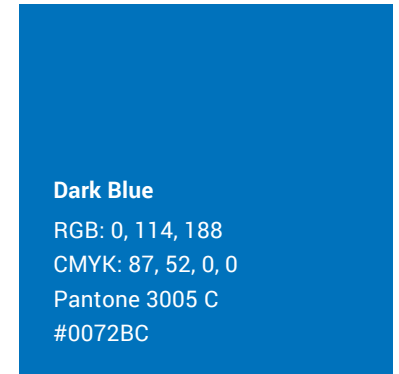
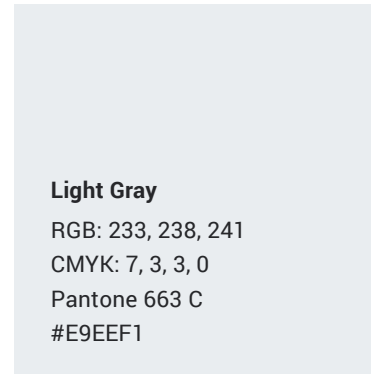
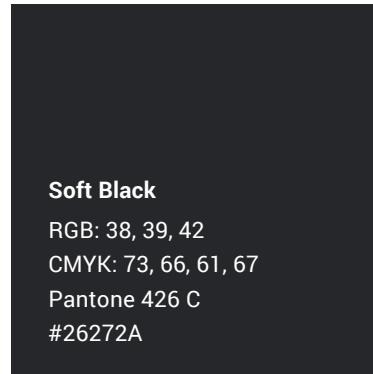
While color plays an important role in design, it is important to remember that not everybody experiences colors in the same way.

In order to ensure accessibility in our communications, make sure that color isn't the only visual means of conveying information.

In addition, it is important to make sure there is sufficient contrast between foreground elements (text, icons, graphics) and their background.

If you're unsure whether your design maintains sufficient contrast, you can check by inputting the values of your foreground and background colors using the link below.

<https://color.review/check/>



Typography

Our approved font families are Bebas Neue and Roboto. Both are open source fonts that can be downloaded on our brand portal. Please use these fonts whenever you are creating Surfrider branded materials.

Download these fonts at brand.surfrider.org

Roboto

The Roboto family makes up the majority of font usage and is well suited for body copy, call outs and titles. It also has a wide range of weights to accommodate various design applications.

Roboto Black

Roboto Italic

Roboto Bold Italic

Roboto Regular

Roboto Bold

Roboto Light Italic

Roboto Medium Italic

Roboto Light

Roboto Medium

BEBAS NEUE BOLD

Bebas Neue Bold is used more sparingly. It is well suited for small subtitles or as an accent font. When using this font, the kerning should be set at +100.

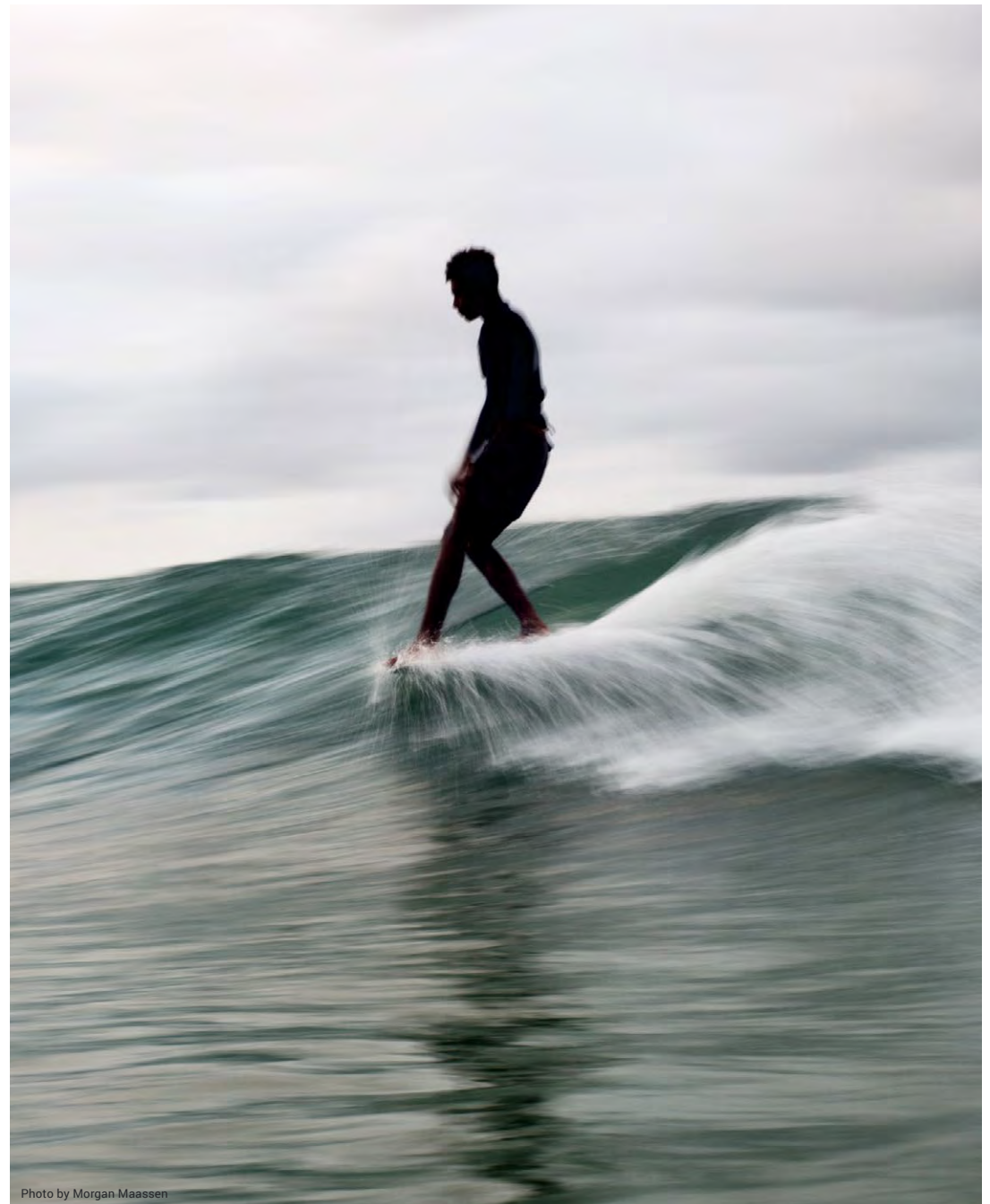


Photo by Morgan Maassen

Photo & Video

Photography and videography are an enormous part of the Surfrider mission. Our photographic style is built on one simple thing: possibility. We are optimistic and aspirational. We love what we do and enjoy sharing our stories. Anytime we show photos of a harsh reality, we pair it with an explanation of what can be done to help. We want everyone who interacts with us to feel inspired, hopeful and motivated to take action. Our imagery is about opportunity.



KEY CHARACTERISTICS

- No use of photo filtering or effects.
- Predominantly color photos.
- Candid, not posed or studio shots.
- Natural settings and ocean oriented scenes are a plus.
- Natural light preferred.
- Choose interesting angles and perspectives that tell a story
- Images should feel elevated but not too polished. They should look professional, but not like an ad for a fragrance.

Imagery

COLORS

Trending toward ocean-centric colors. Sand, blue water, blue skies, natural tones and natural light. Not abnormally saturated or ominously dark. The majority of images should have some blue ocean, but there can be some flexibility in showing beaches and people.

CONTENT

Brand Supportive Imagery

Optimistic, fun, courageous, modern, natural, inspiring, engaged, aspirational and inclusive. The bulk of our images should highlight what we are protecting and how we are doing it.

Call to Action

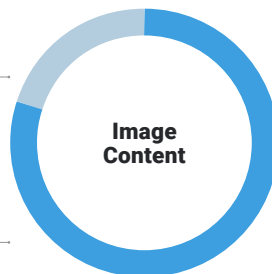
Serious, committed, bold, stark truth and less vibrant. These could be the examples of pollution and devastation that we are trying to fight, such as a plastic-littered beach, unnatural beach erosion, contaminated water, etc.



BALANCE

20% Call to Action

80% Brand Imagery



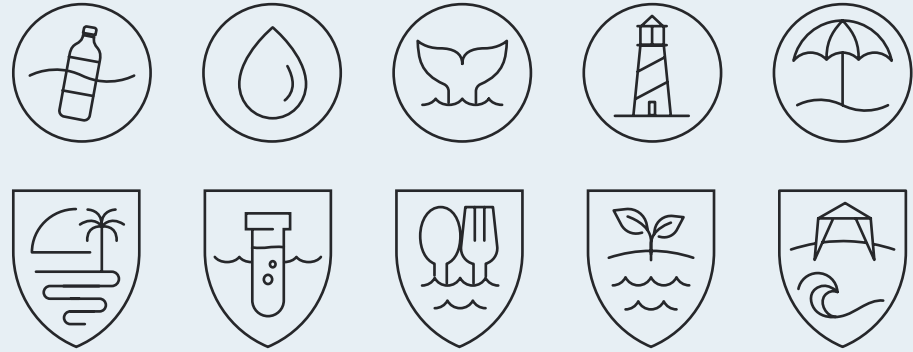
Icons & Illustrations

Our icons and illustrations share the same simplistic one-color style. These icons will almost always be blue, but some applications may call for versions in white or black. They should be presented on backgrounds that are not busy and allow the icons to maintain good contrast and visibility. When displaying multiple icons together, they should all be about the same scale and should all share the same line weight.

KEY CHARACTERISTICS

- Created in scalable vector format.
- Consistent line weight used throughout.
- Single color design.
- Simplified and easily understood.
- Initiative icons are contained within a circle.
- Program Icons are contained within a shield.
- All other icons should not be contained.

PROGRAM AND INITIATIVE ICONS



OTHER ICONS AND ILLUSTRATIONS



Social Media

HOW WE USE OUR PLATFORMS

Instagram: Brand awareness and brand building via aspirational, pristine imagery and limited copy. IG Stories will be the most organic and raw.

Facebook: Major stories, events, donation asks with more extensive copy and calls to action.

Twitter: Real time news and urgent updates, including shareable links to petitions and action alerts.

TONE

Our tone on social media is optimistic and fun, but not carefree. Our tone at times is serious, especially when we are addressing urgent or dire issues, like climate change or offshore oil drilling.



BEST PRACTICES

- Aim to feature Surfrider’s diverse grassroots network, including all races, ethnicities, class, disability, language and gender identity, through social channels.
- Closed Captions — enable closed captions or embed subtitles when possible. Both Facebook and Instagram now offer the ability to auto-generate captions.
 - Facebook will automatically generate captions for videos you upload on Business pages. Go to Publishing Tools > Video Library > Hover over any video and click Edit Video > Captions > Generate
 - IGTV: Instagram settings > Account > Captions > switch on “auto-generated captions”

GENERAL GUIDANCE WHEN RESPONDING TO ANY COMMENTS

People are emotionally-charged right now and they are looking for ways to express themselves — at times this may appear as lashing out on Surfrider-owned social media channels. As a leader in the environmental non-profit space, individuals are looking to Surfrider and our channels for guidance. Responses to comments should be made with empathy, honesty, urgency, and above all else, with optimism that these issues can be solved.

We can be a positive and influential force in people’s daily lives as we all deal with the ongoing challenge of racism and inequality, during a global pandemic and beyond.

With this being said, comments should also be monitored carefully. Being a good ally means responding to negative comments to defend our community and our positions. If any comments appear which include swearing and/or blatant racism, they should be removed. If users are multiple-time offenders, consider banning or restricting their account so that comments must be approved by an account administrator.

Our general policy is that any thoughtful and legitimate question deserves a response (at least one). If at any point the user becomes hostile or the questions/comments are no longer relevant, you should disengage from the conversation.

Website

CHOOSING IMAGERY

When choosing imagery for your blog post, campaign, or other page, please refer to pages 21-23 of this guide for tone, style and subject matter of photos. Use only approved images. **Please do not use images directly downloaded from the internet without the expressed, written permission of the photographer/artist.** There are some great photo resources on the internet where you can download free images for usage on your website.

Here are some of our favorites:

unsplash.com

pexels.com

pixabay.com

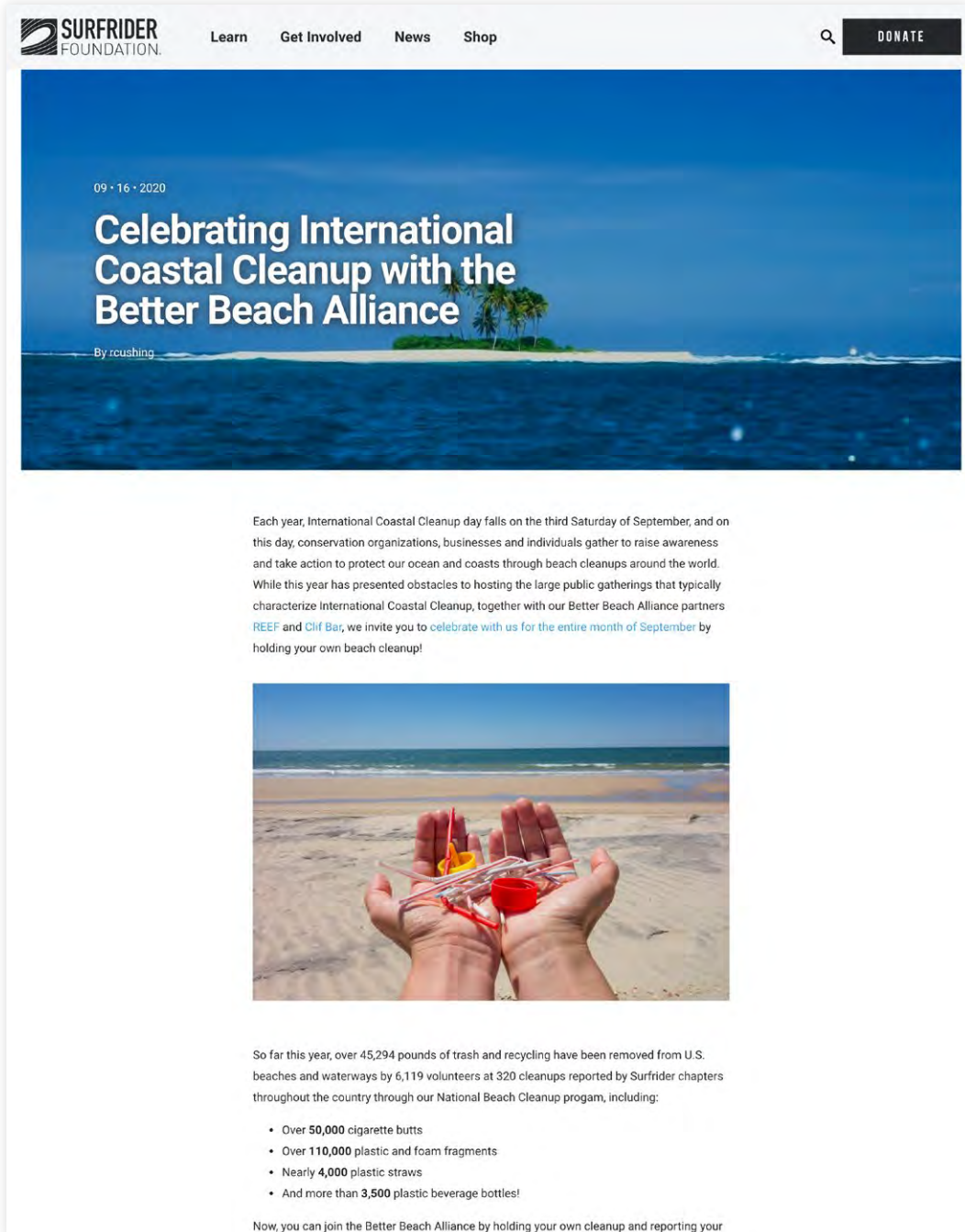
IMAGE SIZES

Most images will need to be resized before uploading them to your website. For best performance, use the following dimensions:

- Hero: 1440 x 550 pixels
- Body images within campaign and landing pages: All images will be cropped to a 1:1 ratio, Maximum 1000 pixels
- Images within blog posts: 1000 pixels wide x any height

Images should be no larger than 500 KB.

For more information on website best practices visit surfrider.org/website-best-practices



The screenshot shows a website header for the Surfrider Foundation with navigation links: Learn, Get Involved, News, Shop, and a search icon. A 'DONATE' button is in the top right. The main content area features a large hero image of a tropical beach with the title 'Celebrating International Coastal Cleanup with the Better Beach Alliance' and the byline 'By rcushing'. Below the hero image is a paragraph of text explaining the significance of International Coastal Cleanup day and inviting readers to participate. A smaller image shows hands holding various pieces of plastic trash (cigarette butts, straws, bottle caps) on a beach. Below this image is another paragraph of text and a bulleted list of statistics: Over 50,000 cigarette butts, Over 110,000 plastic and foam fragments, Nearly 4,000 plastic straws, and And more than 3,500 plastic beverage bottles! The article concludes with a call to action: 'Now, you can join the Better Beach Alliance by holding your own cleanup and reporting your'.

Tabling

DO

- Use only current chapter assets with the new Surfrider logo when setting up for your event. Every chapter was mailed:
 - (1) Canopy top with Surfrider logo
 - (1) Surfrider logo banner with Surfrider logo
 - (1) Surfrider flag with Surfrider logo
 - (1) Tablecloth with chapter logo
- Use approved Surfrider printed collateral on your table setup.
- Try to keep brochures stacked neatly and aligned on the table. If you would like additional printed collateral like posters and signs, please refer to the Surfrider Brand Portal at brand.surfrider.org to see if those assets are already created. If there is a specific request that you don't see on the brand portal, please reach out to your regional manager about getting that specific piece created.

DON'T

- Don't clutter your table up with lots of visuals and props.
- Don't decorate your tent with additional items like bamboo fencing, fake flowers, sand, etc.
- Don't use outdated or old branded material at your table. We want to ensure that all tabling material adheres to Surfrider's national branding guidelines and utilizes the new logo.



Merchandise

As a leading environmental nonprofit organization, we understand that the world doesn't need more disposable "junk." This is one of the reasons that we strive to create products that are as sustainable as possible. From reusable cups to organic cotton t-shirts, our goal is to create items that will last a lifetime.

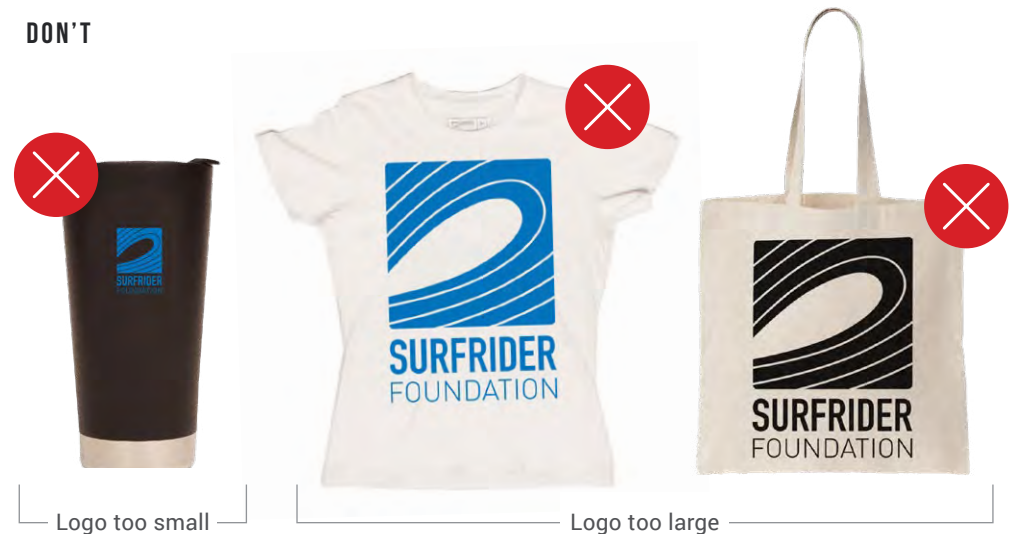
As such, we carefully choose vendors and partners who share our responsibility for the environment. Some of our partners and vendors include: Groceries Apparel, Alternative Apparel, Klean Kanteen, Miir, and others.

- When and where possible, our logo should appear in black, white or "Surfrider" blue (PMS 2144C).
- When sizing the logo to be used as a small graphic on shirts, sweatshirts, and other apparel, it should be 2 inches in width and scaled proportionally.
- When sizing the logo to be used as a large graphic on shirts, sweatshirts, and other apparel, it should be maximum 7 inches in width and scaled proportionally.
- When sizing the logo for water bottles, hats, and other accessories, make sure there is appropriate space around all edges as specified on page 15.

DO



DON'T



Out Of Home

When presented with opportunities for large-scale, out-of-home installations, please discuss with your regional manager to ensure that Surfrider is presented in the most professional way possible with correct branding and up-to-date assets.

BEST PRACTICES

- Surfrider logo placement should be high enough and large enough that it's very visible from a far distance.
- Text should be large enough to be easily read from a distance.
- Use HQ-approved, current graphics and branding when designing your out-of-home artwork.



Language & Copy

Solid writing and storytelling is an important part of a successful brand presence. The goal is to present our brand in a consistent way and tone, even with multiple authors. By writing in a clear and cohesive way on our websites, reports, presentations, newsletters, marketing emails and other communications, we will create a strong and unified presence.



Photo by Morgan Maassen

STYLE TIPS	BAD	GOOD
Avoid acronyms.	The BWTF and OFG programs are part of Surfrider's CWI.	The Surfrider Foundation works to protect clean water through the Ocean Friendly Gardens (OFG) and Blue Water Task Force (BWTF) programs.
Use AND-BUT-THEREFORE formula.	Pollution, offshore oil drilling, rising tides and development are threatening our ocean and coasts. If we don't act now, clean water and healthy beaches are at risk.	Clean water and healthy beaches are vital for our coastal economies, tourism and recreation, and communities. But pollution, offshore oil drilling, rising tides and development threaten our ocean and coasts. Therefore, we must take action.
Be specific and outcome-oriented.	We had a large group that showed up to pick up garbage, including plastic straws, bags and foam, off the beach.	More than 50 people joined the Surfrider San Diego Chapter and together, we removed 40 straws, 20 cigarette butts and 55 pieces of plastic from the beach, keeping that amount from ending up in our ocean.

Glossary

Initiative: A core area of focus, or primary action, supporting the Surfrider Foundation’s mission. We use the word ‘initiative’ to describe our five areas of work (such as the Clean Water Initiative). For more informal communications, ‘initiative’ can be replaced with ‘focus area’ or ‘efforts.’

Program: An organized plan to help solve an issue or problem for an initiative. For example: The Surfrider Foundation’s Blue Water Task Force and Ocean Friendly Gardens programs support the organization’s Clean Water Initiative.

Campaign: An activity, or a series of activities, to solve for one specific issue and bring about a particular result for that issue. For example: The goal of the Open Martin’s Beach campaign was to open public beach access to Martin’s Beach located in San Mateo, California.

Event: A planned public or social occasion that the Surfrider Foundation created, owns, implements, oversees and supports. International Surfing Day is a Surfrider Foundation event. A Surfrider chapter beach cleanup is an event. However, if a chapter works with another organization to host a beach cleanup then this is an activation. See definition for activation.

Chapter network: The on-the-ground coastal defenders who collaborate with regional staff and issue experts to carry out our mission through campaign, program and educational initiatives in their local communities.

Ocean friendly: Refers to goods and services, laws, guidelines and policies that claim reduced, minimal, or no harm upon the ocean and marine environment. Surfrider’s Ocean Friendly Restaurants is a national program that creates scalable impact to reduce our plastic footprint.

Student clubs: A response to overwhelming interest across the country from young people that were interested in getting more involved in Surfrider activities on their campuses and in their communities. The program has grown into a wide range of activities including organizing school clubs and initiatives based on project-based learning. These range from beach cleanups to eliminating single-use plastics on-campus to greening campuses.

Action alert: A message that is set up to engage people on an issue, calling on them to take action to influence public policy at local, state and national levels.



Photo by Zack Noyle



Glossary

COMMONLY USED ACRONYMS

BOEM Federal Bureau of Ocean and Energy Management

BWTF Blue Water Task Force

CPR Conservation, Permeability and Retention

CWA The Federal Clean Water Act

DOE The U.S. Department of Energy

EIR Environmental Impact Report

EPA The U.S. Environmental Protection Agency

EPS Expanded Polystyrene

FEIS Final Environmental Impact Statement

ISD International Surfing Day

LNG Liquefied Natural Gas

HATS Hands Across the Sand

HOTYB Hold On To Your Butts

MDRA Marine Debris Reauthorization Act

MPA Marine Protected Area

NOAA National Oceanic and Atmospheric Administration

OFG Ocean Friendly Gardens

OFR Ocean Friendly Restaurants

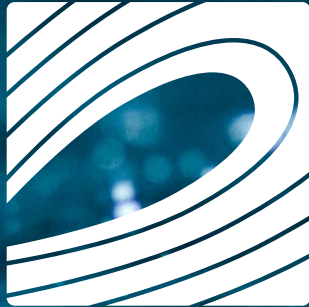
RAP Rise Above Plastics



Photo by Morgan Maassen

HOW WE USE OUR NAME

- When referencing the Surfrider Foundation, use “the” before the name of the organization.
- Chapter is capitalized when part of the chapter name and written in lower-case when referenced on its own or in different scenarios. For example: “The Surfrider chapter in Maui” or “The Surfrider Foundation New York City Chapter.”
- The use of the word “Chapter” is not required in the public branding of your chapter’s name. For example, chapters are allowed to use; New York City Surfrider Foundation, Miami Surfrider Foundation, Coastal Bend TX Surfrider Foundation etc.
- “The Surfrider Foundation” should be used when possible and in more formal writing such as press releases. “Surfrider” can be used for marketing purposes, blog posts, social media and more informal channels (for various audiences).
- As the word “partnership” has some legal restrictions, it should be avoided when possible in communications. Alternate options are “collaboration,” “joint efforts,” “working together,” joining forces” or even “in partnership.”



SURFRIDER
FOUNDATION

Surfrider.org